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**THE MARKETING PLAN HANDBOOK - Willkommen**

Robert W. Bly is an independent copywriter and marketing consultant with more than 35 years of experience in B2B and direct response marketing. He has worked with over 100 clients including IBM, AT&T, Embraer Executive Jet, Intuit, Boardroom, Grumman and more. He is the author of 85 books, including The Digital Marketing Handbook and The Marketing Plan Handbook.

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